



## February 9, 2015

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### **Spotlight on Success – Anna Baking Company**

Anna Baking Company is a specialty baked goods shop selling fresh-baked cookies, cupcakes, and personalized cakes for all types of occasions. Opened in October 2014, the bakery is located in the southern Illinois community of Anna. Kim Emery, a veteran baker and decorator with fifteen years of experience, manages the store while Tammy Wheaton handles human resources and regulatory compliance.

Anna Baking Company became a client of the **Illinois Small Business Development Center (SBDC) at Shawnee Community College** in early 2014. **SBDC Advisor Gabriele Farner** assisted the team with the completion of a business plan and obtaining licenses and permits. This help was crucial in building a solid business foundation and led to the creation of 3 jobs. Ms. Emery says, "I don't believe our business would have opened as smoothly as it did without the assistance provided by the **SBDC**".

**Anna Baking Company** offers pies, breads, cakes, donuts, brownies, specialty cakes and holiday fare. Advance orders for these items are accepted any time. See some of their amazing work at <https://www.facebook.com/annabakingcompany>.

### **Lender Update Forums**

Once again the Illinois SBDC Network is collaborating with the U. S. SBA Illinois District Office and the SBA Springfield Branch Office on a series of Lender Update Forums. The sessions, which begin on March 4<sup>th</sup> and run through May 14<sup>th</sup>, are targeted to and designed for commercial lenders, offering presentations and updates from various Government financing organizations. Topics include the SBA One, Veteran Advantage Program, and Upcoming SBA Training Opportunities. Organizations presenting at the forums include: U.S. Small Business Administration, SBA 504 Corporations, Illinois Small Business Development Centers and SBA Micro-lenders. Attached you will find flyers for both the Chicago Area and

Downstate lender sessions. Please help us promote these valuable informational forums to your area lenders.

### **Boots to Business Graduates**

Special Announcement for all Boots to Business Two-Day Graduates - The Small Business Administration, in cooperation with the Institute for Veterans and Military Families (IVMF) at Syracuse University and made possible by their partnership with Citi, would like to invite all Boots to Business Graduates to participate in the [Citi Salutes: Realizing Your Dream Business Competition](#). This is an **all-expense paid** competition that gives you the opportunity to compete for a grand prize of \$25,000 in seed funding, with prizes also being awarded for second and third place, as well as awards for Best Social Venture, Best Innovative Venture and Best Venture Impacting Veterans.

For full competition and eligibility details and information, [please visit the competition website](#). To meet initial eligibility requirements, you must have:

1. Participated in the Transition Assistance Program's Entrepreneurship Track – known as Boots to Business – on a military installation
2. Received follow on counseling and / or training from the U.S. Small Business Administration (SBA), or a SBA partner defined as: The Institute for Veterans and Military Families (IVMF); Veterans Business Outreach Centers (VBOC); Women's Business Centers (WBC); SCORE; and Small Business Development Centers (SBDC).

### **Maximizing Neoserra – Change in Staff Milestone**

Use the **Change in Staff** milestones and **NOT** the Jobs Created Milestone. This allows us to better track job activity. Remember, you must enter each new Change in Staff milestone **individually** with Job Type & Job Title information. You must also aggregate the new total jobs. In the example below there are 41 employees as of 2/28/00. In the Current Staff box you should enter "42" to show new total. You should then see a +1 in the right hand column when running a Milestone Report.

☒ **Change in Full-Time Staff**

Current Staff:

### **Valued Resources –Is Your Website Mobile Friendly?**

More and more people are using phones and tablets when exploring the web, so it is important to make sure that your website is easy to read and navigate on a mobile device. This quick test from Google will show you how to improve your website for the mobile users. Go to this link and type in your web address:

<https://www.google.com/webmasters/tools/mobile-friendly/>

Take a look...and then be sure to follow up with changes if necessary. Thanks to **Candy Eastwood, Director at the SBDC at Shawnee Community College** for this valuable tip.

### **IESBGA News - Roger Luman Program Excellence Awards**

Each year at the Annual Professional Development Conference the Illinois Entrepreneurship and Small Business Growth Association and the Illinois SBDC Network present the Roger Luman Program Excellence Awards to recognize outstanding, innovative and best practices in the programs and services offered by member centers. These awards recognize specific programs developed by centers to meet a particular identified need, not the overall program or services offered by a center. It is intended that this awards program

will facilitate the sharing of information regarding these programs with other IESBGA members resulting in their replication, and will be used to promote the excellence of Illinois small business assistance programs to small businesses and to similar small business assistance programs administered in other States.

All IESBGA members are encouraged to nominate one of their outstanding programs by describing the program, including its longevity, its strengths and its impact on small businesses and/or the impact on the community, region or state. The program must be ongoing and have a history of demonstrated success. It should be replicable by other centers and have involved other entities in the development and/or delivery of the program.

The award is named in honor of Roger Luman who was the Managing Director of the Turner Center for Entrepreneurship in the Foster College of Business Administration at Bradley University. As a founding member of IESBGA, he coordinated the Program Excellence Awards for many years. Prior to joining Bradley University and the Illinois SBDC Network, he was a faculty member, business owner, consultant, and volunteer. The award looks to recognize those organizations who embody Mr. Luman's dedication to supporting small businesses in their communities.

Please watch you email for more details and information on how to submit nominations for this year's Roger Luman Program Excellence Awards.

### **Network News and Moves – State Small Business Profiles**

The Office of Advocacy released Small Business Profiles for the States and Territories, the annual snapshots of state-level small business activity. The profiles report on the number of small firms, employment, and owner demographics. They also list each state's top small business industries by number of firms and number of employees. The profiles cover the 50 states, the District of Columbia, and the United States. They also provide limited information on the U.S. territories.

In addition to the profiles, [detailed state data](#) is available on Advocacy's website. To access the book of all small business profiles or any of the individual states, visit [www.sba.gov/advocacy/small-business-profiles-states-and-territories-2014](http://www.sba.gov/advocacy/small-business-profiles-states-and-territories-2014). For more information about the Office of Advocacy, visit our website at [www.sba.gov/advocacy](http://www.sba.gov/advocacy) or telephone (202) 205-6533.

### **America's SBDC Network Connect**

Please click [HERE](#) to open the latest version of [the America's SBDC Network Connect Newsletter](#).

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The **WEEKLY CONNECTION** is distributed by the Illinois SBDC and DCEO Office of Entrepreneurship, Innovation & Technology each Monday to members of the DCEO Illinois SBDC Network to provide the service delivery partners with regular updates on small business issues, opportunities and resources. You may send any information to share with the Illinois SBDC Network to [Tom.Becker@illinois.gov](mailto:Tom.Becker@illinois.gov). Please feel free to forward this update to other interested resource providers and key stakeholders.

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